

atlanta humane society

1565 Howell Mill Road NW Atlanta, GA 30318 SEP 18 P 3:01

Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington, DC 20268-0001

POSTAL REGULATORY
COMMISSION
OFFICE OF THE SECRETARY

RE: Docket No. RM2017-12

Dear Commissioners:

I am writing on behalf of the Atlanta Humane Society, our supporters and, most importantly, the 30,000 dogs and cats we serve each year. We rely on the U.S. Mail to raise funds and communicate with our supporters and constituents. Without the mail, our fundraising would suffer severely and so would homeless dogs and cats, pets, and the families who love them.

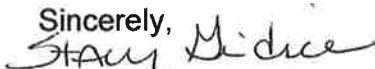
We simply do not understand why suddenly there is a need to increase nonprofit marketing mail rates for the nominal benefit of commercial marketing mail. This would seem to fly in the face of the rationale of the law granting nonprofits a discounted rate.

As a practical matter, injecting unanticipated increases such as those proposed here by USPS will mean that our fundraising budget will not be able to keep pace with the increase in postage costs. The inevitable result will be a reduction in our use of the mail, a reduction in our revenues, and, in turn, a reduction in our ability to serve the metro Atlanta area and animal shelter partners throughout Georgia and the Southeast.

If our postage rates were to increase by 5%, the 5% loss of revenue would mean 500 fewer animal lives could be saved, and thousands more would not receive spay/neuter, emergency and disaster rescue, shelter medicine, and our other vital services. Respectfully, we ask you to consider these consequences.

Please do not change the current system for calculating nonprofit rates. Implemented by the Postal Service 10 years ago, we see no pressing need for a change, especially not one that will do harm to all nonprofits using the mail.

Sincerely,



Stacy Guidice

Director of Direct Marketing

sguidice@atlantahumane.org

404.974.2840